



Fire Department

November 15, 2012

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MEDIA ALERT

MILWAUKEE FIREFIGHTERS TEAM UP WITH NON-PROFIT TO PROVIDE COATS FOR AREA CHILDREN

WHAT: Local 215 and Coats for Kids Foundation aim to give the gift of warmth

WHO: Chief Mark Rohlfing
Milwaukee Professional Firefighters Association
Coats for Kids Foundation

WHEN: Monday November 19, 2012
9:00 am
1:00 pm

WHERE: James W. Riley Elementary School- 2424 S. 4th St.
Richard Kluge Elementary School- 5760 N. 67th St.

DETAILS: As winter approaches, the Milwaukee Professional Firefighters Association is teaming up with the Coats for Kids Foundation to provide an early Christmas gift for area children in need. On Monday November 19, several Milwaukee firefighters will deliver winter coats to nearly 1,000 students at two elementary schools in Milwaukee.

The schedule of events is as follows:

9:00 am- James W. Riley Elementary School located at 2424 S. 4th St.

1:00 pm- Richard Kluge Elementary School located at 5760 N. 67th St

According to Dave Seagar, president of the Milwaukee Professional Firefighters Association, the goal of the event is to not only keep area children warm during the cold winter months, but ultimately keep them in school.

“This will have a profound impact on the children and their families on so many different levels,” Seagar said. “With a coat to keep the warm, underprivileged children in our community are more likely to go to school, opening the door for opportunity.”

To raise money for the initiative, MPFA has been working with The Coats for Kids Foundation, a non-profit that works to provide coats to children in need nationwide through events called Operation Warm.

“We are grateful for a partnership that puts the needs of children first and addresses a critical need for many of our families,” Dr. Gregory Thornton, Superintendent of Milwaukee Public Schools said. “Thanks for the generosity of Operation Warm and Milwaukee firefighters, our students will now have new, warm coats for th upcoming cold winter.”

For more information or to make a donation, visit:
<https://donate.operationwarm.org/milwaukee215>

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